

Message Text

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PAGE 01 BRUSSE 13564 062330Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----101234 071956Z /45

R 061804Z OCT 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
SECSTATE WASHDC 2313
INFO AMEMBASSY PARIS
AMEMBASSY THE HAGUE
AMEMBASSY ROME

UNCLAS BRUSSELS 13564

USDOC FOR FIELD OIM/BIC AND MURPHY BDC

E.O. 11652: N/A
TAGS: BEXP, BE, XT
SUBJ: THIRD EUROPEAN SYMPOSIUM ON FRANCHISING

REF: BRUSSELS A-188

1. EUROPEAN FRANCHISE FEDERATION AND THE COMITE BELGE DE LA DISTRIBUTION SUCCESSFULLY ORGANIZED TWO DAY SYMPOSIUM ON FRANCHISING IN BRUSSELS, OCTOBER 4 AND 5. U.S. COMMERCE DEPARTMENT OFFICIAL ANDREW KOSTECKA GAVE MORNING PRESENTATIONS ON BOTH DAYS DEALING WITH U.S. EXPERIENCE IN FRANCHISING. THESE TWO TALKS WERE VERY WELL RECEIVED BY PARTICIPANTS AND GENERATED BARRAGE OF QUESTIONS AND STIMULATING DISCUSSIONS.

2. PREVIOUS SYMPOSIUM HELD TWO YEARS AGO ATTRACTED ABOUT 100 PARTICIPANTS. THIS YEAR'S SYMPOSIUM DREW 200 FROM MOST WESTERN EUROPEAN COUNTRIES. COMMENTS OBTAINED BY MR. KOSTECKA AND BY EMBASSY OFFICERS SUGGEST THAT THERE IS STRONG EUROPEAN INTEREST IN FURTHER EXPANSION OF THE FRANCHISING SYSTEM AND INTEREST IN THE U.S. EXPERIENCE
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IN THIS AREA. MR. KOSTECKA LEARNED THAT THE BELGIAN, THE FRENCH, THE DUTCH AND THE ITALIAN FRANCHISING ASSOCIATIONS ARE SERIOUSLY CONSIDERING SENDING MISSIONS TO THE UNITED STATES TO LEARN MORE ABOUT FRANCHISING TECHNIQUES AND TO MAKE CONTACT WITH AMERICAN FRANCHISERS.

3. EMBASSY WISHES TO EXPRESS ITS SINCERE APPRECIATION TO

USDOC FOR MAKING MR. KOSTECKA AVAILABLE. IT WAS CLEAR THAT HIS ACTIVE PARTICIPATION AND DEEP BACKGROUND OF KNOWLEDGE WERE OF GREAT VALUE TO THIS IMPORTANT GATHERING OF FRANCHISING EXPERTS/SPECIALISTS AND FRANCHISERS.

4. INTEREST SHOWN IN THIS SYMPOSIUM, PARTICULARLY BY CERTAIN EUROPEAN GROUPS, SUGGESTS THAT COMMERCE MAY WANT TO EXPLORE POSSIBILITY OF ORGANIZING A TRADE MISSION TO WESTERN EUROPE COMPOSED OF AMERICAN FRANCHISERS IN THE NOT TOO DISTANT FUTURE. CHAMBERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Disposition Comment:
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Disposition Reason:
Disposition Remarks:
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Document Source: CORE
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BRUSSELS A-188
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 24-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1016058
Secure: OPEN
Status: NATIVE
Subject: THIRD EUROPEAN SYMPOSIUM ON FRANCHISING
TAGS: BEXP, BE, XT
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d8568d35-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009